

THE NUMBERS BEHIND IMPECT

UNDERSTAND WHAT TRULY CHANGES THE GAME

Most tools measure actions without context. IMPECT combines football performance analysis, scouting, and video into a **contextualized data engine**.

Built on proprietary Packing® metrics and contextual football insight, IMPECT quantifies how teams break opposition structures and create tactical advantage.

COST OF GETTING IT WRONG



40–60% of Transfers Fail to Meet Expectations

Recruitment is one of the highest-risk investments in football
CIES Football Observatory, 2023; [Recruitment is one of the highest-risk investments in football](#)

€10M–€30M+ per Player is Now Standard Across Top Leagues

Even one failed signing carries significant financial impact
Deloitte, 2024; <https://www2.deloitte.com>

IMPECT allows clubs to reduce recruitment risk by identifying players who fit their game model before they sign, using contextual data and Packing® metrics.

PROBLEM WITH TRADITIONAL METRICS



Possession ≠ Winning **(~50–52% Correlation)**

Controlling the ball does not reliably predict success
Opta Sports, 2022; <https://www.statsperform.com/opta>

IMPECT allows teams to move beyond surface-level metrics by quantifying how actions break opposition structure and create real tactical advantage.

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WHAT ACTUALLY DRIVES WINNING

Packing® Validated Across 50,000+ Matches

Measures how teams break lines and create tactical advantage

IMPECT, 2024; <https://www.impect.com>

IMPECT allows clubs to measure the actions that directly contribute to winning by linking on-ball events to their true impact on the opposition's structure.



EFFICIENCY THAT SCALES

30–50% of Analyst Time Spent on Manual Workflows

Video tagging and data prep limit time spent on insight

Hudl, 2023; <https://www.hudl.com>; Stats Perform, 2023; <https://www.statsperform.com>

IMPECT allows analysts to save time by integrating data and video in one platform, reducing manual workflows and accelerating access to insights.



DATA-DRIVEN TEAMS WIN OVER TIME

Analytics-led Clubs Consistently Outperform Wage Spend

Smarter recruitment and decision-making drive long-term success

Deloitte Sports Business Group, 2023; <https://www2.deloitte.com>; Harvard Business Review, 2013; <https://hbr.org>

IMPECT allows clubs to build a repeatable competitive advantage by aligning recruitment, analysis, and coaching around a shared, data-driven game model.